

Message Text

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PAGE 01 STATE 133796
ORIGIN EB-07

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FM SECSTATE WASHDC
TO AMCONSUL BARCELONA
AMEMBASSY BONN
AMEMBASSY COPENHAGEN
AMEMBASSY DUBLIN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMEMBASSY LISBON
AMEMBASSY LONDON
AMEMBASSY MADRID
AMCONSUL MARSEILLE
AMCONSUL OPORTO
AMEMBASSY PARIS
AMCONSUL STUTTGART

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E.O. 11652: N.A.

TAGS: BTRA, BEXP

SUBJECT: COMMERCIAL PROGRAM: BUSINESS TRAVEL OF JOSEPH
VILLANELLI AND FRANK MAHONEY

1. JOSEPH VILLANELLI AND FRANK MAHONEY, SALES REPRESENTA-
TIVES, FACTORS ETC., INC., P.O. BOX 484, BEAR, DELAWARE
19701 HAVE REQUESTED DEPARTMENT TO INFORM ADDRESSEE POSTS
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ABOUT THEIR FORTHCOMING VISIT IN ORDER TO MEET BUYERS FOR
LARGE DEPARTMENT STORES AND TO ARRANGE DISTRIBUTION FOR
THEIR COMPANY'S IRON-ON HEAT TRANSFERS AND POSTERS.

2. FACTORS ETC., INC. IS LISTED IN DUN & BRADSTREET
REFERENCE BOOK AS MANUFACTURER OF NOVELTIES. VILLANELLI
REPORTS FIRM IS WORTH APPROXIMATELY \$10 MILLION AND THAT

IT WAS ESTABLISHED IN 1973 BY HARRY GEISLER WHO HAS BEEN ACTIVE IN NOVELTIES DISTRIBUTION 30 YEARS. WITH NATION-WIDE DISTRIBUTION AND SALES TO SEARS ROEBUCK AND K-MART, FACTORS REPORTS IT IS NOW ONE OF LARGEST, IF NOT LARGEST, U.S. MANUFACTURERS OF IRON-ON HEAT TRANSFERS. FIRM HAS SOLD MORE THAN 3 MILLION FARAH FAWCETT TRANSFERS AND HAS RIGHTS TO PRODUCE TRANSFERS FOR "ROCKY", AS WELL AS FOR PROFESSIONAL TENNIS STARS SUCH AS BJORN BORG, AND U.S. TELEVISION CELEBRITIES.

3. FACTORS HAS EXPORTED A LIMITED VOLUME TO CANADA. HOWEVER, IT HAS NOT YET BUILT LARGE EXPORT SALES VOLUME DUE TO ITS PREOCCUPATION WITH DOMESTIC SALES OPPORTUNITIES; IT IS PLANNING TO ESTABLISH AN EXPORT DIVISION TO DEVELOP MARKETS ABROAD.

4. FACTORS HAS CONTACTED PHILADELPHIA DISTRICT OFFICE OF USDOC, IS A SUBSCRIBER TO TOP, AND AWARE OF EXPORT MAILING LIST SERVICE. ANNOUNCEMENT FIRM PLACED IN COMMERCIAL NEWS FOR THE FOREIGN SERVICE GENERATED MANY TRADE INQUIRIES. IN ADDITION, FIRM'S DIRECT CORRESPONDENCE WITH CHAMBERS OF COMMERCE ABROAD RESULTED IN FURTHER NUMEROUS SALES LEADS. FACTORS HAS SENT ALL EUROPEAN FIRMS THAT REPLIED TO ITS LETTERS A CATALOG, SAMPLE PACKET, AND LETTER STATING COMPANY REPRESENTATIVE WOULD CALL ON THEM THIS SUMMER. THE VISITS OF VILLANELLI AND MAHONEY, THEREFORE, WILL FOLLOW-UP PREVIOUS CORRESPONDENCE.

5. ITINERARY OF THE BUSINESSMEN IS AS FOLLOWS:

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DENMARK - JUNE 21-23
WEST GERMANY - JUNE 24-29
FRANCE (MARSEILLE) - JUNE 30-JULY 1
SPAIN - JULY 4-5
PORTUGAL - JULY 6-7
FRANCE (PARIS) - JULY 8-12 OR 11-12
UNITED KINGDOM - JULY 13-15 (VILLANELLI)
IRELAND (DUBLIN) - JULY 13-15 (MAHONEY)

6. COMPANIES THE BUSINESSMEN ALREADY PLAN TO VISIT ARE:

A. DENMARK

1. J. SONNE, KOLDING

B. WEST GERMANY

1. ENGEL IMPORT, DREIEICHENHAIM
2. DR. F.K. SCHNEIDER, ROSTADTER STRASSE 18-20,
RINTELM

3. ERIKA (IMPORTER), RINTELM
4. REGRO, PFORZHEIM
5. A. WIRGES, DILLINGEN (NEAR SAARDRUCKEN)

C. FRANCE (MARSEILLE)

1. COFREX, MARSEILLE
2. SYNDICAT MARSEILLARS DE LA NOUEVEAUTE, MARSEILLE

D. SPAIN

1. BARCELONA (NAMES SUPPLIED BY CHAMBER OF COMMERCE)

- (A) BANDERINES IRUPE
- (B) CARLOS RIVAS
- (C) CARLOS VALENTI S.A.
- (D) CELOGRAF
- (E) DISTRIBUCIONES REUNIDAS
- (F) ESYMO

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- (G) FASSON ESPANA
- (H) FRAGIVAL
- (I) MONTANER Y SIMON

2. MADRID

- (A) CONNODIS
- (B) PROMOTORA DE EXPORTACIONES

E. PORTUGAL

1. LISBON
 - (A) NUNO RODRIGUES
2. OPORTO
 - (A) LALI

F. FRANCE (PARIS)

1. COMPTOIR DE TRANSACTIONS COMMERCIALES
2. DARSET INTERNATIONAL (COLOMBES)
3. EXTENSA
4. SONAC

G. UNITED KINGDOM (LONDON)

1. ECONOMODIS & SONS
2. ANABAS

H. IRELAND (DUBLIN)

1. J.P. MARTIN
2. SUMAC ASSOCIATES LTD.

7. ACTION REQUESTED

POSTS ARE REQUESTED TO SHOW THE FACTORS, ETC. INC. REPRE-

SENTATIVES THE FTI PRINTOUT; AVAILABLE WTDRS, IF REQUESTED;
AND TO GIVE APPROPRIATE RECOMMENDATIONS. SIC NUMBERS INVOLVED ARE (A) DECALS: 27519, 27526; (B) NOTIONS: 3964X; (C) NOVELTIES: 59470; (D) DEPARTMENT STORES: 531XX, 533XX, 59610; AND (E) END-USERS: (1) KNIT UNCLASSIFIED

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UNDERWEAR MANUFACTURERS: 2254X, AND (2) MEN'S AND BOYS' UNDERWEAR MANUFACTURERS: 2322X. VANCE

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Sent Date: 09-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
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